

ORDER



Orders
Order / Rev: 726359
Alt Order #: 06401627
Product Desc: ROMNEY FOR PRESIDENT
Estimate:
Flight Dates: 10/29/12 - 11/05/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney, M/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	61	\$33,210.00	\$28,228.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	61	\$33,210.00	\$28,228.50	0.00
Totals	61	\$33,210.00	\$28,228.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	11/01/12	11/01/12	Thu Prime A Big Bang Theory/Two	CM	8-9p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1			\$2,000.00		0.00			
E 7	WFMY	11/01/12	11/01/12	Thu Prime B Person of Interest	CM	9-10p	---T---	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1			\$1,750.00		0.00			
E 8	WFMY	11/01/12	11/01/12	Thu Prime C Elementary	CM	10-11p	---T---	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1			\$1,650.00		0.00			
E 9	WFMY	11/02/12	11/02/12	Fri Prime A Undercover Boss	CM	8-9p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$1,200.00		0.00			
E 11	WFMY	11/02/12	11/02/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$1,300.00		0.00			
E 12	WFMY	11/03/12	11/03/12	NCAA Football Game #2 SEC Football Game #2	CM	3-7p	-----S-	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			4			\$450.00		0.00			

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 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 13	WFMY	11/03/12	11/03/12	NCAA Football Prime SEC Football Prime	CM	8-11p	-----S-	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		4			\$750.00		0.00					
E 14	WFMY	11/04/12	11/04/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00	
	REVISED RATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$2,500.00		0.00					
E 15	WFMY	11/04/12	11/04/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$1,800.00		0.00					
E 16	WFMY	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$1,200.00		0.00					
E 17	WFMY	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	2	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$900.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	WFMY	10/29/12-11/04/12	Sun Prime D		10-11p	-----Su	:30		(\$900.00)		0.00	NM			
	See MG 17.2, 17.3															
	2	WFMY	11/03/12-11/03/12	NCAA Football Game #2		3-7p	-----Sa--	:30		\$450.00		0.00	NM			
	Ⓜ MG for 17.1 11/04															
	3	WFMY	11/03/12-11/03/12	NCAA Football Game #2		3-7p	-----Sa--	:30		\$450.00		0.00	NM			
	Ⓜ MG for 17.1 11/04															
E 18	WFMY	11/04/12	11/04/12	NFL Football Game #1 NFL Football Game #1	CM	1-4p	-----S	:30	2	\$1,250.00	P-3	0.00	NM	2	\$2,500.00	
	REVISED SPOTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		2			\$1,250.00		0.00					
E 19	WFMY	11/04/12	11/04/12	NFL Football Game #2 NFL Football Game #2	CM	4-7p	-----S	:30	2	\$1,250.00	P-3	0.00	NM	2	\$2,500.00	
	REVISED SPOTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		2			\$1,250.00		0.00					
E 20	WFMY	10/29/12	11/05/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	8	\$80.00	P-3	0.00	NM	8	\$640.00	
	REVISED SPOTS AND RATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	----F--		4			\$80.00		0.00					
	Week:	11/05/12	11/11/12	M-----		4			\$80.00		0.00					
E 21	WFMY	10/29/12	11/05/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	9	\$130.00	P-3	0.00	NM	9	\$1,170.00	
	REVISED SPOTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	----F--		5			\$130.00		0.00					
	Week:	11/05/12	11/11/12	M-----		4			\$130.00		0.00					
E 22	WFMY	10/29/12	11/05/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	4	\$100.00	P-2	0.00	NM	8	\$800.00	
	REVISED SPOTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	----F--		4			\$100.00		0.00					
	Week:	11/05/12	11/11/12	M-----		4			\$100.00		0.00					
E 23	WFMY	10/29/12	11/04/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00	
	REVISED SPOTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					

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 Estimate:

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	WFMY	10/29/12	11/04/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00
REVISED SPOTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----FSS		6		\$350.00		0.00					
E 24	WFMY	10/29/12	11/05/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	8	\$4,400.00
REVISED SPOTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--		4		\$550.00		0.00					
Week:		11/05/12	11/11/12	M-----		4		\$550.00		0.00					
													Totals	61	\$33,210.00